

CLAIMS

What is claimed is:

- 1 1. A method, comprising:
2 loading a definition associated with a logical structure;
3 associating components of the logical structure to an intermediate unit;
4 based at least in part on the loaded definition, executing the logical structure
5 to determine a presentation sequence of the components associated to the
6 intermediate unit; and
7 generating a file, which represents the presentation sequence of the
8 components, to transmit across a network to allow presentation of the components
9 as part of a user interface on a client terminal.
- 1 2. The method of claim 1 wherein the logical structure is usable for a customer
2 relationship management system.
- 1 3. The method of claim 1 wherein executing the logical structure to determine
2 the presentation sequence of the components is further based at least in part on
3 answers received from the client terminal.
- 1 4. The method of claim 3 wherein the answers received from the client terminal
2 are stored in an answer table separate from the intermediate unit or in a database
3 table.

1 5. The method of claim 1 wherein the components of the logical structure
2 include questions.

1 6. The method of claim 1 wherein the intermediate unit comprises a logical
2 entity having a virtual table, the virtual table capable to associate portions of the
3 loaded definition to a single structure.

1 7. The method of claim 1 wherein executing the logical structure to determine
2 the presentation sequence of the components includes using a function call to read
3 the loaded script definition.

1 8. The method of claim 1 wherein the generated file comprises a hypertext
2 markup language (HTML) file.

1 9. The method of claim 1 wherein executing the logical structure to determine
2 the presentation sequence of the components includes interacting with a set of rules
3 at the intermediate unit to determine a number of components, including questions
4 at branches of the logical structure, to present on the client terminal.

1 10. The method of claim 1, further comprising:
2 providing a first user interface component different from a second user
3 interface component that generates the file to transmit across the network; and
4 using an element of the first user interface component to interact with the
5 intermediate component to present the sequence at the first user interface
6 component or to allow other manipulation related to the executed logical structure.

1 11. An article of manufacture, comprising:
2 a machine-readable medium having stored thereon instructions to:
3 load a definition associated with a logical structure;
4 associate components of the logical structure to an intermediate unit;
5 based at least in part on the loaded definition, execute the logical
6 structure to determine a presentation sequence of the components
7 associated to the intermediate unit; and
8 generate a file, which represents the presentation sequence of the
9 components, to transmit across a network to allow presentation of the
10 components as part of a user interface on a client terminal.

1 12. The article of manufacture of claim 11 wherein the instructions to execute the
2 logical structure to determine the presentation sequence of the components further
3 includes instructions to determine the presentation sequence based at least in part
4 on answers received from the client terminal.

1 13. The article of manufacture of claim 11 wherein the instructions to execute the
2 logical structure to determine the presentation sequence of the components
3 includes instructions to interact with a set of rules at the intermediate unit to
4 determine a number of components, including questions at branches of the logical
5 structure, to present on the client terminal.

1 14. The article of manufacture of claim 11 wherein the machine-readable medium
2 further includes instructions stored thereon to use an element of a first user interface
3 component to interact with the intermediate component to present the sequence at
4 the first user interface component or to allow other manipulation related to the

5 executed logical structure, the first user interface component being different from a
6 second user interface component that generates the file to transmit across the
7 network.

1 15. An apparatus, comprising:

2 a loader to load a definition associated with a logical structure from a storage
3 location;

4 an intermediate unit to associate components of the logical structure to a
5 logical entity of the intermediate unit;

6 an execution unit coupled to the intermediate unit to execute the logical
7 structure to determine a presentation sequence of the components associated to the
8 intermediate unit, based at least in part on the loaded definition; and

9 a user interface component coupled to the intermediate unit to generate a
10 file, which represents the presentation sequence of the components, to transmit
11 across a network to allow presentation of the components on a client terminal.

1 16. The apparatus of claim 15, further comprising an answer table or database
2 table linked to the execution unit to store answers received from the client terminal
3 in response to the presentation of the components, wherein presentation
4 components of the logical structure is further based at least in part on the received
5 answers.

1 17. The apparatus of claim 15 wherein the intermediate unit includes a set of
2 logical rules to determine a number of components, including questions at branches
3 of the logical structure, to present on the client terminal.

1 18. The apparatus of claim 15 wherein the user interface component comprises a
2 first user interface component, the apparatus further comprising a second user
3 interface component having an element to interact with the intermediate component
4 to present the sequence at the second user interface component or to allow other
5 manipulation related to the executed logical structure.

1 19. The apparatus of claim 15 wherein the storage location comprises a
2 database, the database having tables from which the definition is loaded by the
3 loader.

1 20. The apparatus of claim 15 wherein the storage location comprises a file
2 system, the file system capable to store a definition file having the definition, the
3 loader capable to load the definition file stored in the file system.

1 21. The apparatus of claim 15 wherein the definition comprises a plurality of
2 elements compiled into a single block of data stored in the storage locagion.